

Message Text

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ORIGIN COME-00

INFO OCT-01 EUR-08 ISO-00 EB-04 RSC-01 /014 R

66616

DRAFTED BY: COM/DON JONES

APPROVED BY: EB/OCA/REP: BEBYRON

DEPD/OED: JAMILLER

DEPD/OED: RLPRITCHARD

EUR/RPE: RHARDING (INFO)

RB/OCA/BR: RSWART (8,*9)

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R 252015Z OCT 74

FM SECSTATE WASHDC

TO AMEMBASSY PARIS

INFO AMCONSUL BORDEAUX

AMCONSUL LYON

AMCONSUL MARSEILLE

AMCONSUL STRASBOURG

AMCONSUL NICE

UNCLAS STATE 235659

E.O. 11652: N/A

TAGS: BEXP FR

SUBJECT: FOREIGN BUYER PROGRAM: INTERNATIONAL GRAPHIC ARTS

EXPOSITION (PRINT '74) CHICAGO, NOVEMBER 16-25, 1974

REF: PARIS 23243

1. REFTEL DISCUSSED WITH SHOW AUTHORITIES TO DETERMINE POSSIBLE ACTIONS WHICH MIGHT BE TAKEN TO HONOR FRENCH/ITALIAN GROUP ATTENDING PRINT '74.

2. SHOW MANAGER ESTIMATES 3-4 THOUSAND INTERNATIONAL VISITORS WILL ATTEND SHOW FROM MORE THAN 28 COUNTRIES. SHOW AUTHORITIES RELUCTANT TO ARRANGE SPECIAL "FRENCH" DAY AT SHOW SINCE THIS MIGHT CREATE DIFFICULTIES WITH OTHER COUNTRY DELEGATIONS. OBVIOUSLY WITH THOUSANDS OF INTERNATIONAL VISITORS SCHEDULED ATTEND SHOW, RECEPTION/COCKTAIL ARRANGEMENT NOT FEASIBLE FOR ALL
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FOREIGN VISITORS.

3. HOWEVER, MR. RENE DOLBEAU CHICAGO TOUR MANAGER ADVISES THAT EXTENSIVE SOCIAL PROGRAM HAS BEEN SET UP. THERE WILL BE RECEPTION OR DINNER FOR GROUP EVENINGS OF NOVEMBER 18, 19, 20. FRENCH AND ITALIAN CONSULS HAVE BEEN CONTACTED BY DOLBEAU AND ARE EXPECTED ATTEND WELCOMING DINNER ON NOVEMBER 18.

4. CHAIRMAN OF BOARD NPEA EXHIBITS (PRODUCER OF PRINT'74) HAS AGREED HOST DINNER FOR EIGHT OR TEN VIPS FROM FRENCH/ITALIAN GROUP IF EMBASSY THINKS THIS APPROPRIATE AND ADVISABLE. WE WOULD NEED NAMES, TITLES, AND FIRM NAMES AND INFO WHETHER OR NOT WIVES WILL ACCOMPANY. ALTHOUGH DINNER WOULD CONFLICT WITH CERTAIN TOUR AGENCY PLANS FOR GROUP, IT APPEARS EVENING OF NOVEMBER 19 WOULD BE ONLY TIME VIP DINNER CAN BE ARRANGED.

5. EMBASSY AND CONSULAR PERSONNEL COMPLIMENTED ON OUTSTANDING JOB PROMOTING PRINT '74 UNDER FOREIGN BUYER PROGRAM. AGREE YOUR COMMENTS PARA 3 REFTEL. FY 76 PROGRAM BEING SET UP INSOFAR AS POSSIBLE WITH SIX MONTHS MINIMUM LEAD TIME FOR PROMOTION ALL SHOWS UNDER PROGRAM.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 25 OCT 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974STATE235659
Document Source: CORE
Document Unique ID: 00
Drafter: COM/DON JONES
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740307-0306
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19741015/aaaaalzm.tel
Line Count: 82
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: PARIS 23243
Review Action: RELEASED, APPROVED
Review Authority: boyleja
Review Comment: n/a
Review Content Flags:
Review Date: 12 MAR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <12 MAR 2002 by chappeld>; APPROVED <10 FEB 2003 by boyleja>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FOREIGN BUYER PROGRAM: INTERNATIONAL GRAPHIC ARTS EXPOSITION (PRINT '74) CHICAGO, NOVEMBER 16-25, 1974
TAGS: BEXP, FR
To: PARIS
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005